CONTRACT

WBTV
One Julian Price Place
Charlotte, NC 28208
(704) 374-3500

Contract / Revision	Alt Order #
847981 /	06410032

Field	Value
Product	**API TARGET 2012**
Contract Dates	**11/19/12 - 11/25/12**
Estimate #	**3299**
Advertiser	**American Petroleum Institute**
Original Date / Revision	11/12/12 / 11/12/12
Billing Cycle	EOM/EOC
Billing Calendar	Broadcast
Cash/Trade	Cash
Station	**WBTV**
Account Executive	Dave Clark
Sales Office	Telerep-Washin
Special Handling	
Demographic	Adults 35+
IDB#	9912521
Advertiser Code	
Product Code	
Agency Ref	
Advertiser Ref	

And:

Strategic Media Svcs
3299 K Street NW
Suite 200
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots	Amount
N 1	WBTV	11/19/12	11/21/12	WBTV News 6a	6-7a		:30			NM	2	$1,600.00
	Week:	Start Date 11/19/12	End Date 11/25/12	Weekdays M-W----	Spots/Week 2				Rate $800.00			
N 2	WBTV	11/22/12	11/22/12	The Early Show	7-9a		:30			NM	1	$600.00
	Week:	Start Date 11/19/12	End Date 11/25/12	Weekdays ---1---	Spots/Week 1				Rate $600.00			
N 3	WBTV	11/19/12	11/23/12	WBTV News at 6p	M-F 6p-630p		:30			NM	3	$3,600.00
	Week:	Start Date 11/19/12	End Date 11/25/12	Weekdays M-W-F--	Spots/Week 3				Rate $1,200.00			
N 4	WBTV	11/20/12	11/23/12	WBTV News @ 11p	11p-1135p		:30			NM	2	$3,000.00
	Week:	Start Date 11/19/12	End Date 11/25/12	Weekdays -T--F--	Spots/Week 2				Rate $1,500.00			
N 5	WBTV	11/22/12	11/22/12	Carolina'sCarousel Parade	4-630p		:30			NM	1	$3,100.00
	Week:	Start Date 11/19/12	End Date 11/25/12	Weekdays ---1---	Spots/Week 1				Rate $3,100.00			
								Totals			9	$11,900.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/23/12	9	$11,900.00	$10,115.00
Totals	9	$11,900.00	$10,115.00

Signature: ______________________________ **Date:** ____________________

(* Line Transactions: N = New, E = Edited, D = Deleted)